

### **REMARKS**

Applicant respectfully requests reconsideration of the instant application on the now canceled claims and the earlier finding in the subject Office Action that certain claims were allowable.

In the subject Office Action, Claims 2-3, 6, 7, and 19 were found to be allowable.

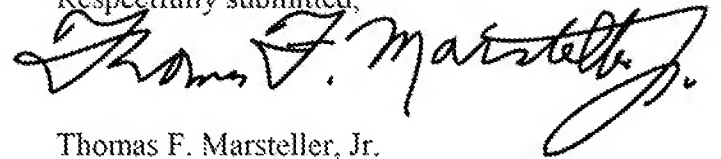
Accordingly, claims 9-11 and 13-18 have now been canceled, thereby leaving only the allowed claims pending.

### **Conclusion**

Applicant has now made an earnest attempt to place this case in condition for allowance. In light of the amendments and remarks set forth above, Applicant respectfully requests reconsideration and allowance of Claims 1-19.

If there are matters which can be discussed by telephone to further the prosecution of this Application, Applicant invites the Examiner to call the attorney at the number listed below at the Examiner's convenience.

Respectfully submitted,

A handwritten signature in black ink, reading "Thomas F. Marsteller, Jr." with a stylized, cursive script.

Thomas F. Marsteller, Jr.  
Registration No. 29,672

Marsteller & Associates, P.C.  
PO Box 803302  
Dallas, TX 75380-3302  
972-233-0939  
972-386-3907 (Fax)

Date: August 12, 2009

## **ATTACHMENT A**

### **LISTING OF CLAIMS WITH MARKINGS TO SHOW CHANGES MADE**

## CLAIMS:

1. (Previously Presented) Method for determining the efficiency of publicity and/or broadcasted programs, which comprises the following steps:
  - a) When a TV converter or FM radio is operated, determining, either directly from the TV converter or FM radio display, or by extraction the LO frequency of the TV converter or FM radio, the frequency of the broadcast channel received at the moment;
  - b) Whenever required, transforming said frequency to a digital word;
  - c) When the information as to the amount of watching and/or listening of a given publicity and/or broadcasted program or publicities is desired, sending a request for said information;
  - d) When said request is received, transmitting a reply which comprises the digital word corresponding to the frequency of the broadcast channel received at the moment; and,
  - e) Processing the replies graphically whereby to determine from them the time period during which each publicity or broadcasted program is transmitted.
2. (Original) Method according to claim 1, further comprising memorizing the digital word corresponding to the frequency of the channel which is being received.
3. (Original) Method according to claim 1, further comprising constantly adjourning the memorized digital word and, when a request is received, transmitting a reply comprising the adjourned, memorized digital word.
4. (Canceled)
5. (Canceled)
6. (Previously Presented) Method according to claim 1, wherein the replies are processed analytically.

7. (Original) Method according to claim 1, concurrently carried out for a plurality of publicities and/or broadcasted programs.

8. (Canceled)

8. (Canceled)

9. (Canceled)

10. (Canceled)

11. (Canceled)

12. (Canceled)

13. (Canceled)

14. (Canceled)

15. (Canceled)

16. (Canceled)

17. (Canceled)

18. (Canceled)

19. (Previously Presented) Method according to claim 1, further comprising identifying the person watching or listening to the publicities or broadcasted programs.